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Folio:

A Publication of The Hanson Publishing Group, Inc.

JUNE 1990 THE MAGAZINE FOR MAGAZINE MANAGEMENT $6.50

Outstanding magazine circulation promotion

FOLIO:'s Seventh Circulation Direct Marketing Awards program honors outstanding magazine circulation promotion. It recognizes innovation and creativity in packages that also command attention. Here, leading circulation executives point out what makes a Gold Award winner, and why. **87**

Business press's tough times continue

Ad pages for the first half of 1990 remain flat, according to publishers at the American Business Press's annual convention. Publishers are forced to rethink strategies, market more creatively and seek new cost-cutting measures. They say having a good magazine is no longer enough. **19**

Defending the trade ad budget

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Now that McGraw-Hill's book division is putting together custom textbooks for colleges, it's possible that the company's business titles could follow suit, tailoring to readers' interests. **20**

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unfold ►

June 1990

Skipper embarks on new course at *Spin* 37

PAUL MCGUIRK

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FOLIO:'S

1990 editorial salary survey

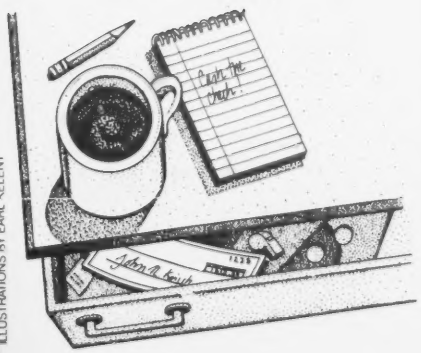
Bonuses are going to more editorial employees, and and despite budget concerns in the industry, most editorial employees are faring well

BY ROBERT M. STEED

That old bugaboo, the budget, was most frequently cited as their biggest editorial challenge by the 589 editorial professionals who responded to this survey. That should come as no surprise, given the uncertain economic climate facing the magazine industry, heightened competition, and strong pressures to do more with less.

On the other hand, despite budget concerns, the salaries and bonuses paid to these respondents do not appear to have fared badly. Senior/associate editors report average increases between 1989 and 1990 of 9.8 percent, while all other job categories show increases over 7 percent. Those are solid salary gains, clearly outpacing the inflation rate of under 5 percent. Furthermore, since 1985 (when FOLIO: began these annual surveys), the average salary of all categories except managing editor has increased between 28 and 31 percent. (The increase for managing editors was 15 percent and may reflect a statistical anomaly.)

For journalists, as for other professionals and executives in magazine publishing, individual talent is an important determinant of pay—one that won't show up in any survey. Other, more measurable, factors do. Following is a summary of the factors that seem to have a strong effect on pay across all or most of the five job categories surveyed.



ILLUSTRATIONS BY EARL KELENY

Robert M. Steed is managing director of Performance Plus . . . Inc., a New York-based consulting firm that uses improvisational dramatizations to provide corporate clients with a broad range of programs for seminars, conferences, training courses and communications efforts. Before co-founding Performance Plus . . . , he was vice president and director of personnel of Time Inc.

• *Experience*: Number of years in editorial work bears the clearest, most direct correlation to salary, across all categories.

• *Magazine type*: Business magazines pay more, sometimes substantially more, than consumer magazines in every category except art director.

• *Magazine size*: The size measure that correlates most directly to pay is number of editorial pages; however, there is not a dramatic difference in pay between the smallest and largest magazines. Other size measures (*e.g.*, circulation) do not appear to have as direct an impact.

• *Frequency*: Salaries of editorial employees on weeklies and biweeklies are consistently higher than salaries of comparable employees on magazines with other frequencies. Total compensation is often substantially higher, suggesting that bonuses for employees of weeklies and biweeklies are bigger than those paid by other magazines.

• *Region*: The Northeast is almost always the leader in pay; the South Atlantic is almost always last or next-to-last.

• *Sex*: Men consistently earn more than women. But the gradual catch-up of women's salaries appears to be continuing, according to this year's data—with much progress still to be made. (As noted in the box, "Using the numbers," year-to-year comparisons of the data should be made with caution.)

Differences in average pay levels among the job categories surveyed are not as large as might be seen in other publishing jobs. Editorial managers earn 33 percent more than editors, in salary and total compensation; editors make 15.6 percent more in salary and 26 percent more in total compensation than managing editors; and managing editors average 12 per-

cent more than senior/associate editors. These somewhat narrow differentials probably reflect the traditional impact that talent and craftsmanship have on editorial compensation.

Editorial management

Editorial managers average about $59,900 in salary; those who receive a bonus average almost $69,000 in total compensation. Managers on business magazines earn a whopping $11,000 (20 percent) more in salary than their consumer counterparts. This result appears to be caused by the consumer sample's disproportionate number of women and people with less experience working in small departments. But, since the survey methodology examines only one variable at a time (see "Using the numbers"), that assumption cannot be verified.

Unlike every other category, the West leads in the compensation race among editorial managers—by $5,000 over the usual leaders in the Northeast and $17,000 over the lowest paying region, the South Atlantic.

One-third of editorial managers in this survey are female, and their salaries average 80.5 percent of men's. However, a larger percentage of women than men are eligible for a bonus, and their total compensation moves up to 83 percent of men's.

Size of the magazine, no matter how it is measured, bears a direct relationship to pay—at least when one examines the extremes of the very smallest and very largest. However, between the top and bottom, the correlation is often not so smooth. For example, while salary rises from $52,000 for managers on magazines with circulations up to 20,000, to $94,000 for those on magazines with over 500,000 in circulation, average salary actually declines slightly as circulation rises for some of the interim circulation groupings.

Experience has a strong impact on pay, with salary more than doubling for those with more than 20 years' experience compared to those with less than four years' experience. The size of the manager's department is also a key determinant, with salary of those with a staff of over 10 being 2.3 times as high as those who supervise no one.

Editor

The pay of editors follows many of the same patterns as their bosses' pay. For example, experience provides the most direct correlation with editors' pay, which rises steadily from about $30,000 for those with up to four years' experience to almost $61,000 for those with over 20. And the size of the department has an even stronger impact—with salary almost tripling from about $29,400 in the smallest department to over $89,100 in the largest.

"Recent 'writers' have not been schooled in reportage; and recent 'reporters' have not been schooled in sharp writing."

—Editorial manager in the South, earning nearly $45,000 in salary only.

Impact of size is also reflected in data on number of editorial pages, with editors on magazines running 1,000 or more pages earning salaries of $55,828, or 50 percent more than

Using the numbers

It is important to use the salary information in this survey cautiously. In many instances there were not enough respondents in certain subcategories to allow valid conclusions to be reached, because even one exceptionally high or low salary could affect the average dramatically. FOLIO: is publishing the number of respondents in each cell (shown in parentheses).

In addition, not all respondents answered all questions. Therefore, the total number of respondents in the "average" column of a chart is not necessarily the sum of the subcategories.

The survey also examines only one variable at a time. For example, editorial managers in the West earn higher salaries than their peers in other regions. But are those in the West who participated in the survey working on larger magazines? Are they the ones with the most experience? The survey methodology does not enable these multiple variables to be analyzed.

While comparisons with results from prior surveys may indicate trends, one should be cautious about conclusions reached in such comparisons. Since the sample is drawn randomly from mastheads each year, those who responded to this survey may come from a different mix of magazines or demographics than respondents to prior surveys. Comparisons are thus best made not on the broad averages, but on the more detailed breakdowns by magazine size, respondents' experience, and the like.

"Magazines must be well targeted to survive these days. The great challenge lies in finding the right editorial voice to differentiate your book from all the others."

—Editorial manager in the Northeast, with more than 10 years' experience, earning salary and bonus in the mid-sixties.

Editorial management

(Editor and publisher, editor in chief, editorial director): Sets editorial policy. May hold other titles; may be in charge of other products and other departments in addition to editorial. The editor reports to this individual.

Average salaries (The number of respondents is in parentheses.)		% increase from '89 to '90
All respondents	$59,904 (102)	7.7%
Business	64,834 (58)	8.4
Consumer	53,829 (42)	6.5
Top one-third	$91,579 (34)	
Middle one-third	54,356 (34)	
Bottom one-third	33,777 (34)	

	Average	Average business	Average consumer
By region:			
Northeast	$61,407 (46)	$63,813 (31)	$56,433 (15)
South Atlantic	49,889 (9)	54,500 (2)	49,000 (6)
Central	56,272 (28)	68,039 (18)	34,214 (9)
Western	66,717 (18)	64,750 (6)	67,700 (12)
By sex:			
Male	$64,051 (68)	$67,116 (45)	$58,740 (22)
Female	51,610 (34)	56,938 (13)	48,428 (20)
By years in editorial:			
Up to 3	$36,850 (10)	$30,125 (4)	$41,333 (6)
4-10	50,786 (28)	52,719 (16)	48,208 (12)
11-20	59,961 (33)	61,290 (20)	60,357 (11)
More than 20	78,200 (25)	86,288 (16)	63,822 (9)
Eligible for bonus:			
Yes	$59,725 (55)	$62,562 (37)	$54,356 (17)
No	60,114 (47)	68,838 (21)	53,471 (25)
Responsible for:			
One magazine	$63,870 (55)	$71,838 (32)	$53,093 (22)
More than one	56,142 (45)	57,344 (25)	54,639 (20)
By editorial personnel supervised:			
None	$39,000 (8)	$50,000 (2)	$35,333 (6)
One	40,261 (11)	38,929 (7)	42,594 (4)
2-5	55,794 (41)	63,196 (23)	46,356 (17)
6-10	68,931 (32)	70,067 (21)	66,764 (11)
More than 10	91,000 (9)	92,600 (5)	89,000 (4)
By circulation:*			
Up to 19,999	$52,000 (19)	$53,722 (18)	$21,000 (1)
20,000-49,999	51,557 (28)	56,933 (12)	47,627 (15)
50,000-99,999	65,125 (19)	70,909 (11)	57,172 (8)
100,000-499,999	62,050 (25)	72,680 (15)	46,105 (10)
500,000 or more	94,000 (8)	175,000 (1)	82,429 (7)
By frequency:*			
Weekly/biweekly	$73,767 (15)	$76,567 (9)	$74,280 (5)
Monthly	61,911 (59)	67,562 (37)	52,406 (22)
Other	49,154 (26)	47,625 (12)	50,464 (14)
By average editorial pages:*			
Up to 499	$53,209 (44)	$56,012 (25)	$49,520 (19)
500-999	60,576 (27)	64,250 (16)	55,232 (11)
1,000 or more	70,500 (25)	75,650 (14)	65,740 (10)

*Refers to the largest circulation magazine on which respondent works.

Editor

Responsible for editorial direction and content, including art, text and cover of one or more magazines.

Average salaries (The number of respondents is in parentheses.)		% increase from '89 to '90
All respondents	$44,937 (125)	7.6%
Business	46,475 (66)	6.9
Consumer	43,217 (59)	8.4
Top one-third	$65,524 (41)	
Middle one-third	41,842 (42)	
Bottom one-third	27,934 (42)	

	Average	Average business	Average consumer
By region:			
Northeast	$51,883 (47)	$53,778 (27)	$49,324 (20)
South Atlantic	40,044 (19)	43,718 (8)	37,373 (11)
Central	43,388 (34)	42,596 (23)	45,045 (11)
Western	36,692 (24)	35,738 (8)	37,169 (16)
By sex:			
Male	$48,558 (74)	$48,808 (38)	$48,294 (36)
Female	39,683 (51)	43,309 (28)	35,269 (23)
By years in editorial:			
Up to 3	$29,979 (14)	$29,333 (6)	$30,463 (8)
4-10	39,953 (52)	42,423 (28)	37,071 (24)
11-20	51,876 (47)	51,833 (24)	51,921 (23)
More than 20	60,930 (10)	57,438 (8)	74,900 (2)
Eligible for bonus:			
Yes	$46,928 (64)	$46,526 (29)	$47,262 (35)
No	42,848 (61)	46,435 (37)	37,317 (24)
Responsible for:			
One magazine	$43,319 (85)	$45,622 (46)	$40,602 (39)
More than one	48,376 (40)	48,437 (20)	48,315 (20)
By editorial personnel supervised:			
None	$29,373 (15)	$29,638 (8)	$29,071 (7)
One	37,554 (28)	36,674 (14)	38,434 (14)
2-5	42,248 (52)	47,538 (26)	36,958 (26)
6-10	56,457 (21)	54,391 (11)	58,730 (10)
More than 10	89,125 (8)	75,500 (6)	130,000 (2)
By circulation:*			
Up to 19,999	$33,260 (15)	$35,909 (11)	$25,975 (4)
20,000-49,999	35,565 (42)	38,148 (24)	32,122 (18)
50,000-99,999	49,692 (24)	56,379 (14)	40,330 (10)
100,000-499,999	55,258 (36)	56,912 (17)	53,778 (19)
500,000 or more	56,800 (7)	0 (0)	56,800 (7)
By frequency:*			
Weekly/biweekly	$53,207 (14)	$60,650 (10)	$34,600 (4)
Monthly	44,539 (73)	44,889 (38)	44,159 (35)
Other	42,654 (38)	41,947 (18)	43,290 (20)
By average editorial pages:*			
Up to 499	$37,352 (45)	$38,962 (25)	$35,340 (20)
500-999	46,128 (49)	49,679 (24)	42,719 (25)
1,000 or more	55,828 (29)	56,267 (15)	55,357 (14)

*Refers to the largest circulation magazine on which respondent works.

those working on magazines with up to 500 pages. Salary also rises as circulation increases, but the differences are not dramatic.

Editors on business publications earn larger salaries than their consumer counterparts, by $3,258 (or 7.5 percent). However, on a total compensation basis, sharply larger bonuses on consumer publications reverse that outcome, with consumer magazines paying salary plus bonus almost $4,500 (9.1 percent) higher than business magazines pay.

Female editors earn 82 percent as much as men. However, the ratio of total compensation sinks to 71 percent because women receive smaller bonuses, even though a greater percentage of women than men are eligible for bonuses.

Managing editor

Compensation data for managing editors reflect the same basic trends as for editors and managers. Those on business publications earn higher salaries, by about $3,500, or 9.5 percent. Their bonuses are also larger, meaning total compensation for managing editors on business magazines is over $6,000, or 16.7 percent, higher than for those on consumer magazines.

"It's hard to maintain enthusiasm for my role on the magazine as the ownership continues cutbacks."

—Editor working on a business monthly with a circulation of about 90,000, earning roughly $4 0,000 in salary alone.

As it is for almost every other category, the Northeast is the place to be, with salaries there ranging from 20 to 42 percent higher than salaries in other regions. Also, weeklies and biweeklies pay their managing editors more, especially on a total compensation basis, than magazines with other frequencies.

Women represent a clear majority of managing editors; and their salary and total compensation are almost equal to men's, at 96.7 and 97.5 percent, respectively. Experience remains the most telling, consistent pre-

"After 20-plus years of using a typewriter and a ballpoint pen, adapting to desktop publishing is a huge challenge, and sometimes a battle."

—Managing editor in the Northeast, working on a business monthly, earning over $45,000 in salary only.

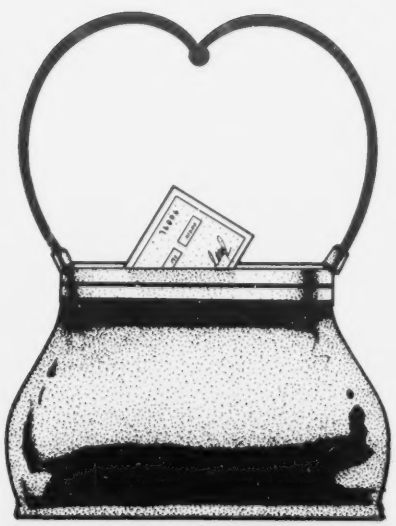
Managing editor

Coordinates editorial, art and production departments to ensure that the magazine is put out on time and in an acceptable form. Oversees the copy editing and proofreading staff to make sure the magazine is factually and grammatically correct.

Average salaries (The number of respondents is in parentheses.)			**% increase from '89 to '90**
All respondents	$38,861 (118)		7.2%
Business	40,343 (68)		7.8
Consumer	36,847 (50)		6.3
Top one-third		$54,612 (39)	
Middle one-third		36,303 (39)	
Bottom one-third		26,000 (40)	

	Average	Average business	Average consumer
By region:			
Northeast	$44,670 (49)	$45,023 (26)	$44,272 (23)
South Atlantic	34,735 (17)	39,800 (8)	30,233 (9)
Central	37,023 (31)	37,750 (26)	33,240 (5)
Western	31,362 (21)	34,103 (8)	29,675 (13)
By sex:			
Male	$39,647 (51)	$42,612 (26)	$36,563 (25)
Female	38,264 (67)	38,938 (42)	37,130 (25)
By years in editorial:			
Up to 3	$29,108 (17)	$29,403 (8)	$28,847 (9)
4-10	34,225 (47)	36,830 (23)	31,728 (24)
11-20	43,838 (36)	43,887 (23)	43,750 (13)
More than 20	51,065 (17)	46,543 (14)	72,167 (3)
Eligible for bonus:			
Yes	$38,663 (47)	$41,430 (24)	$35,776 (23)
No	38,993 (71)	39,750 (44)	37,759 (27)
Responsible for:			
One magazine	$39,498 (95)	$40,220 (56)	$38,460 (39)
More than one	36,234 (23)	40,917 (12)	31,125 (11)
By editorial personnel supervised:			
None	$30,986 (17)	$29,650 (12)	$34,192 (5)
One	31,721 (19)	33,318 (11)	29,525 (8)
2-5	37,842 (54)	42,456 (27)	33,229 (27)
6-10	44,700 (21)	46,621 (14)	40,857 (7)
More than 10	73,667 (6)	63,333 (3)	84,000 (3)
By circulation:*			
Up to 19,999	$29,515 (17)	$31,542 (12)	$24,652 (5)
20,000-49,999	37,823 (24)	40,269 (16)	32,930 (8)
50,000-99,999	39,841 (25)	43,062 (18)	31,557 (7)
100,000-499,999	39,039 (42)	43,138 (21)	34,940 (21)
500,000 or more	54,050 (10)	39,500 (1)	55,667 (9)
By frequency:*			
Weekly/biweekly	$45,087 (15)	$48,418 (11)	$35,925 (4)
Monthly	39,681 (75)	40,062 (44)	39,139 (31)
Other	33,333 (28)	34,462 (13)	32,354 (15)
By average editorial pages:*			
Up to 499	$33,340 (26)	$32,780 (10)	$33,691 (16)
500-999	38,248 (57)	39,430 (37)	36,060 (20)
1,000 or more	44,285 (34)	45,552 (21)	42,237 (13)

*Refers to the largest circulation magazine on which respondent works.



Senior/associate editor

Plans and writes features and other articles. May head editorial feature department and may oversee other editorial employees, freelance writers and designers. Keeps abreast of trends and news; is responsible for all editorial work in assigned subject area.

Average salaries (The number of respondents is in parentheses.)		% increase from '89 to '90
All respondents	$34,682 (107)	9.8%
Business	35,589 (58)	7.8
Consumer	33,798 (48)	12.6
Top one-third	$49,466 (35)	
Middle one-third	31,422 (36)	
Bottom one-third	23,568 (36)	

	Average	Average business	Average consumer
By region:			
Northeast	$38,686 (48)	$44,525 (22)	$34,116 (25)
South Atlantic	29,659 (17)	27,600 (12)	34,600 (5)
Central	31,210 (30)	30,411 (18)	32,408 (12)
Western	34,458 (12)	34,333 (6)	34,583 (6)
By sex:			
Male	$38,474 (35)	$41,625 (20)	$34,273 (15)
Female	32,838 (72)	32,412 (38)	33,582 (33)
By years in editorial:			
Up to 3	$27,128 (30)	$28,116 (15)	$26,257 (14)
4-10	32,377 (49)	32,706 (31)	31,811 (18)
11-20	42,255 (22)	42,188 (8)	42,293 (14)
More than 20	63,500 (6)	72,750 (4)	45,000 (2)
Eligible for bonus:			
Yes	$33,322 (41)	$35,319 (27)	$29,471 (14)
No	35,526 (66)	35,824 (31)	35,579 (34)
Responsible for:			
One magazine	$35,575 (81)	$36,103 (46)	$35,185 (34)
More than one	31,900 (26)	33,617 (12)	30,429 (14)
By editorial personnel supervised:			
None	$32,985 (54)	$33,056 (34)	$33,305 (19)
One	30,817 (14)	31,507 (6)	30,300 (8)
2-5	34,876 (34)	33,836 (14)	35,605 (20)
More than 5	62,500 (5)	69,375 (4)	35,000 (1)
By circulation:*			
Up to 19,999	$28,792 (12)	$28,550 (10)	$30,000 (2)
20,000-49,999	29,718 (24)	30,802 (19)	25,600 (5)
50,000-99,999	34,121 (14)	36,333 (9)	30,140 (5)
100,000-499,999	34,603 (33)	37,641 (17)	31,375 (16)
500,000 or more	45,195 (21)	75,500 (3)	40,144 (18)
By frequency:*			
Weekly/biweekly	$46,529 (17)	$51,583 (12)	$34,400 (5)
Monthly	32,231 (67)	30,650 (34)	33,860 (33)
Other	33,452 (22)	33,587 (12)	33,290 (10)
By average editorial pages:*			
Up to 499	$30,442 (20)	$30,489 (14)	$30,333 (6)
500-999	34,664 (36)	36,060 (20)	32,918 (16)
1,000 or more	34,528 (32)	34,886 (14)	34,250 (18)

*Refers to the largest circulation magazine on which respondent works.

dictor of salary, which rises from about $29,100 for new managing editors to about $51,000 for those with 20 years' experience.

Among size criteria, number of editorial pages has a steady correlation with compensation. However, both circulation and number of employees supervised show only small changes in compensation until the largest grouping is reached, where there is a substantial jump in salary.

Bonuses have less of an impact on the pay of managing editors than on the pay of their bosses. Only about 40 percent of managing editors are eligible for a bonus, compared with over 50 percent of editors and managers. Moreover, the average total compensation of managing editors who receive a bonus is only about $1,900 more than the salary of those who receive no bonus—while there is an $8,700 difference in the comparable numbers for editors and managers.

Senior/associate editor

In this job category, correlations of compensation with demographic criteria are very similar to those in the other categories. However, criteria relating to size of the publication are much less closely related to pay.

"Editorially, our main problem is the 'ivory tower' syndrome: We don't have the $ to leave our office to find out what's going on."

—Senior/associate editor on a small business monthly, earning salary alone in the high teens

Experience is once again clearly and directly related to salary, which moves steadily up from $27,128 for new employees to $63,500 for those with 20-plus years in the business. The salary of women, who comprise 67 percent of the sample, is 85 percent of the salary of men. But the total compensation of women who receive a bonus is only 64 percent of men's, reflecting bonus payments to male senior/associate editors 4.5 times larger than those paid to women.

The Northeast is, again, the high-

est paying region, with average salaries about $4,000 more than in the West, and about $9,000 more than in the South Atlantic (the lowest paying region once again).

Overall, incentives are not an important factor for senior/associate editors. Only 38 percent of them are eligible for a bonus. The average salary of those who are not eligible is $2,200 (6.6 percent) more than those who are eligible; and total compensation for those who receive a bonus is only $1,000 (3 percent) more than for those who don't.

Smaller circulation magazines show relatively small variances in pay among senior/associate editors. Only when circulation is at the 500,000 and up level does pay jump appreciably. Even average editorial pages bears relatively little relationship to pay in this job category, rising from $30,422 for magazines averaging less than 500 pages to only $34,528 for those averaging over 1,000 pages.

Art director

Although art directors come from a different discipline than editors, most of the factors that determine their pay appear to be the same. However, three areas show significant differences from the other four job categories surveyed here:

- Art directors on consumer magazines are paid more than those on business publications, by over $3,000 (8.4 percent).
- The salary of art directors who do not receive a bonus is larger, by almost $1,700, than the salary plus bonus of those art directors who do receive a bonus.
- Art directors on publications with "other" frequencies don't bring up the rear. They are paid more than art directors on monthlies, but those on weeklies and biweeklies still lead the pack.

Experience, once again, clearly correlates with pay. However, those with very long service—over 20 years—are paid only slightly more than those with 10 to 20 years. As usual, it pays to be in the Northeast, although the salary lead of that region over the others is not as sizable as it is in the other categories.

Women art directors lag in pay, receiving 80.2 percent of the salary of men, a gap of about $8,500. When bonuses are taken into account,

Art director

Oversees all editorial art and design work for the magazine. Oversees art production. Also heads photography and illustration.

Average salaries (The number of respondents is in parentheses.)		% increase from '89 to '90
All respondents	$38,418 (93)	7.6%
Business	36,955 (44)	7.0
Consumer	40,082 (47)	8.4
Top one-third	$51,687 (31)	
Middle one-third	37,446 (31)	
Bottom one-third	26,121 (31)	

	Average	Average business	Average consumer
By region:			
Northeast	$42,041 (36)	$40,300 (19)	$43,987 (17)
South Atlantic	37,886 (14)	46,000 (5)	35,050 (8)
Central	33,000 (17)	26,656 (9)	40,138 (8)
Western	37,231 (26)	35,491 (11)	38,186 (14)
By sex:			
Male	$42,779 (45)	$41,100 (22)	$44,447 (22)
Female	34,330 (48)	32,809 (22)	36,242 (25)
By years in editorial:			
Up to 3	$30,689 (18)	$28,340 (10)	$33,625 (8)
4-10	38,572 (48)	38,475 (24)	38,481 (23)
11-20	45,456 (16)	45,440 (5)	48,010 (10)
More than 20	46,500 (7)	39,000 (4)	56,500 (3)
Eligible for bonus:			
Yes	$36,214 (47)	$35,016 (25)	$38,184 (20)
No	40,670 (46)	39,505 (19)	41,489 (27)
Responsible for:			
One magazine	$39,415 (41)	$38,228 (18)	$40,345 (23)
More than one	37,632 (52)	36,073 (26)	39,831 (24)
By design/art personnel supervised:			
None	$31,336 (15)	$30,414 (7)	$33,876 (7)
One	37,304 (26)	35,092 (13)	39,515 (13)
2-5	40,493 (46)	39,614 (21)	41,158 (24)
More than 5	45,040 (6)	41,667 (3)	48,413 (3)
By circulation:*			
Up to 19,999	$32,167 (6)	$32,167 (6)	$ 0 (0)
20,000-49,999	32,898 (27)	33,762 (13)	33,026 (13)
50,000-99,999	36,574 (19)	35,590 (10)	37,000 (8)
100,000-499,999	39,889 (27)	40,183 (12)	39,653 (15)
500,000 or more	51,857 (13)	52,000 (3)	51,814 (10)
By frequency:*			
Weekly/biweekly	$43,880 (15)	$44,927 (11)	$41,000 (4)
Monthly	36,547 (54)	33,517 (23)	38,795 (31)
Other	39,049 (23)	36,090 (10)	43,103 (12)
By average editorial pages:*			
Up to 499	$36,584 (33)	$34,838 (13)	$37,441 (19)
500-999	39,140 (30)	35,779 (14)	42,081 (16)
1,000 or more	42,096 (25)	42,554 (13)	41,600 (12)

*Refers to the largest circulation magazine on which respondent works.

"My job is to draw the reader into the article by use of visual stimulation: Most readers will only stop at something that grabs them by the throat."

—Art director in the Northeast, earning about $65,000 in salary only.

Average annual total compensation

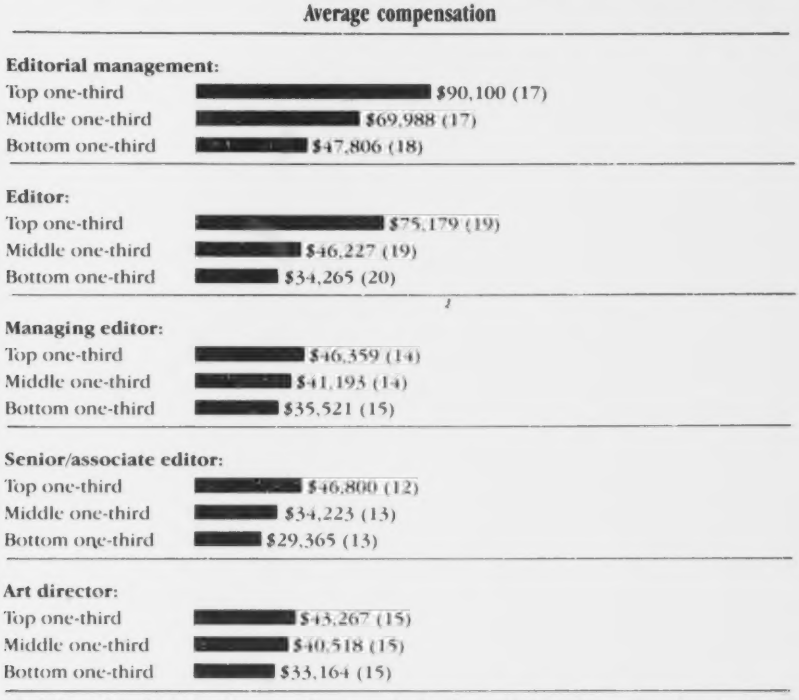
Includes only individuals who reported receiving both salary and bonus.

The number of respondents is in parentheses.

	Editorial management	Editor	Managing editor	Senior/ associate editor	Art director
Received bonus:					
Yes	$68,885 (52)	$51,586 (58)	$40,896 (43)	$36,533 (38)	$38,983 (45)
No	60,114 (47)	42,848 (61)	38,993 (71)	35,526 (66)	40,670 (46)
By magazine type:					
Consumer	$62,222 (16)	$53,513 (33)	$37,809 (22)	$32,002 (13)	$41,081 (20)
Business	71,670 (35)	49,043 (25)	44,131 (21)	38,889 (25)	37,770 (23)
By region:					
Northeast	$70,834 (22)	$60,712 (24)	$47,412 (16)	$44,586 (14)	$43,769 (17)
South Atlantic	63,577 (3)	38,167 (9)	32,880 (5)	25,234 (7)	34,656 (8)
Central	57,877 (15)	53,846 (12)	42,184 (11)	36,212 (14)	28,500 (7)
Western	81,798 (11)	39,979 (12)	33,774 (11)	26,817 (3)	41,031 (13)
By sex:					
Male	$74,253 (30)	$60,369 (29)	$41,475 (19)	$46,633 (15)	$46,041 (18)
Female	61,565 (22)	42,803 (29)	40,438 (24)	29,946 (23)	34,277 (27)
By years in editorial:					
Up to 3	$55,700 (5)	$28,861 (6)	$31,960 (7)	$27,903 (13)	$30,378 (9)
4-10	56,216 (16)	42,146 (27)	36,172 (20)	32,554 (17)	41,485 (25)
11-20	71,007 (18)	65,435 (23)	50,659 (11)	43,584 (7)	44,600 (6)
More than 20	86,783 (10)	87,947 (2)	53,656 (4)	167,000 (1)	39,467 (3)
Responsible for:					
One magazine	$75,266 (23)	$47,031 (35)	$41,162 (34)	$38,119 (30)	$39,880 (19)
More than one	63,824 (29)	58,518 (23)	39,894 (9)	30,586 (8)	38,327 (26)
By employees supervised:†					
None	$47,208 (3)	$32,600 (7)	$40,380 (5)	$32,724 (18)	$28,393 (5)
One	62,625 (4)	36,210 (9)	29,475 (4)	29,360 (5)	34,742 (12)
2-5	59,925 (25)	40,075 (24)	37,556 (27)	34,672 (14)	40,751 (24)
6-10	78,503 (15)	65,469 (13)	57,950 (4)	0 (0)	26,140 (1)
More than 10	102,840 (5)	125,000 (5)	64,308 (3)	167,000 (1)	63,733 (3)
By circulation:**					
Up to 19,999	$64,832 (11)	$38,385 (7)	$29,725 (6)	$20,850 (2)	$31,833 (3)
20,000-49,999	65,968 (10)	36,602 (20)	39,644 (9)	30,547 (13)	35,337 (14)
50,000-99,999	64,071 (13)	49,751 (9)	41,038 (9)	27,605 (2)	34,570 (10)
100,000-499,999	71,583 (15)	70,906 (17)	45,146 (14)	35,414 (14)	42,536 (13)
500,000 and more	100,833 (3)	67,620 (5)	44,400 (5)	56,920 (7)	53,935 (4)
By frequency:**					
Weekly/biweekly	$96,886 (7)	$64,285 (7)	$57,781 (7)	$66,620 (5)	$45,388 (8)
Monthly	67,635 (32)	49,896 (36)	38,340 (28)	30,999 (27)	38,149 (26)
Other	56,885 (13)	49,716 (15)	35,069 (8)	36,365 (6)	35,587 (10)
By average editorial pages:**					
Up to 499	$60,539 (21)	$32,117 (14)	$38,718 (11)	$33,944 (8)	$36,904 (14)
500-999	70,288 (16)	50,367 (24)	37,775 (17)	29,935 (13)	35,593 (15)
1,000 or more	82,720 (14)	66,677 (20)	46,031 (15)	34,184 (10)	46,655 (14)

** Refers to the largest circulation magazine on which respondents work.
† Indicates editorial employees for all job titles except art director, where numbers refer to design/art personnel.

Range of average total compensation*



* Includes only individuals who reported receiving both salary and bonus; the number of respondents is in parentheses.

women earn 74 percent of what men earn, even though women in this survey are more likely to be eligible for a bonus than are men.

The size of the magazine also correlates directly with salary, although the difference between the very smallest magazines and the largest is not substantial. For instance, pay rises only 24 percent, from the $32,167 average of art directors on magazines with up to 20,000 in circulation, to the $39,889 average of those on magazines with circulations of 100,000 to 500,000. Salary then jumps to $51,857 for those art directors working on magazines that have over 500,000 in circulation.

Bonus

According to our respondents, bonuses are paid to 54 percent of editorial managers, 51 percent of editors, 40 percent of managing editors, 38 percent of senior/associate editors, and 50 percent of art directors. Overall, those are the highest ratios since FOLIO: has been collecting these data, and they suggest that bonus eligibility among editorial personnel may be gradually increasing.

On the other hand, bonuses do not appear to create the kind of dramatic differences in total compensation one might expect. Indeed, the opposite is the case. For instance, looking at salary alone, the top one-third of employees average from 2.0 times the salary of the bottom one-third (for art directors) to as much as 2.7 times (for editorial managers).

On a total compensation basis, the spread between the top one-third and the bottom one-third is much smaller, ranging from 1.3 times (for managing editors and art directors) to 2.2 times (for editors). Indeed, for every category but editor, people earning the top one-third in salary alone are paid more than the salary plus bonus of those making the top one-third in total compensation. This may suggest that bonuses are paid more frequently to people below the top end of the salary scale in each category. For example, as noted above, in several categories, a greater percentage of women than men are eligible for bonuses.

In the long run, though, a rise in bonus eligibility for editorial employees is a positive sign. It reinforces the central role that individual talent and professionalism play in determining the overall pay of editorial employees. And, notwithstanding all the factors impacting pay that are listed here and in other surveys, it is that individual contribution that is the truest and best measure of an editorial employee's worth and compensation.□

Methodology

Five hundred eighty-nine of the 1,384 editorial professionals who received questionnaires responded to FOLIO:'s sixth annual editorial salary survey, resulting in an overall response rate of 42.6 percent. Of the total responses, 545 (39.4 percent) contained sufficient information to be used for tabulation. The survey was conducted through two mailing efforts in January. Participants were asked to supply data reflecting 1990 earnings; if exact figures were unavailable, they were requested to estimate.

In some cases, respondents did not give an exact bonus or incentive figure, but gave an expected range instead. Here the mean was used for tabulation. For example, if an editorial professional indicated that his or her annual bonus would be between $4,000 and $6,000, the arithmetic mean of $5,000 was used as that respondent's expected bonus for the year.

The sample was evenly divided among the five categories of editorial professionals. Each category was also evenly divided between consumer and business publications. Two-thirds of the sample was drawn from magazines with under 100,000 in circulation, while one-third came from magazines with over 100,000.

A job description has been included with each compensation chart. These descriptions were printed on the questionnaire, and respondents were asked to choose the description that most accurately reflected their duties.